PUBLIC INFORMATION RELEASE

YALE BROADCASTING COMPANY, INC.
242-A YALE STATION, NEW HAVEN, CONNECTICUT
UNiversity 5-6400

Release to:
Release date: IMMEDIATE

WYBC, THE YALE BROADCASTING CO., WILL BE THE ONLY COLLEGE RADIO STATION IN THE COUNTRY GIVING NATIONWIDE COVERAGE TO THE FORTHCOMING CONGRESSIONAL AND GUBERNATORIAL ELECTIONS. WITH DIRECT LINES INTO BOTH DEMOCRATIC AND REPUBLICAN HEADQUARTERS IN NEW YORK CITY, WYBC WILL BE THE ONLY INDEPENDENT STATION DOING REMOTE BROADCASTS FROM THESE HEADQUARTERS. BY USING THIS SAME METHOD OF COVERAGE IN THE ~~XX~~ 1952 PRESIDENTIAL ELECTIONS, WYBC MAINTAINED A 13 MINUTE AVERAGE LEAD OVER NETWORK RADIO, AND A 32 MINUTE AVERAGE LEAD OVER NETWORK TELEVISION IN GIVING THE LATEST NATIONWIDE RESULTS.

A STAFF OF 60 WILL BE WORKING IN THE NEW YORK AND NEW HAVEN PARTY HEADQUARTERS AND IN WYBC'S ELECTION HEADQUARTERS IN ITS MAIN NEW HAVEN STUDIOS. THE YALE BROADCASTING CO. IS A STUDENT OWNED AND OPERATED, NON-PROFIT, ORGANIZATION, THAT ALSO ORIGINATED WYBC-TV, THE ONLY STUDENT OWNED AND OPERATED TELEVISION STATION IN THE WORLD.

THE ENTIRE ELECTION BROADCAST IS BEING SPONSORED BY THE LESTER LANIN ORCHESTRAS OF NEW YORK.